

This listing of claims will replace all prior versions, and listings of claims in the application:

**Listing of Claims:**

1. (Canceled)
2. (Currently Amended) The ~~method-apparatus~~ of claim 45 ~~further comprising wherein~~ magnifying the highlighted cell is magnified within the window.
- 3.- 6. (Canceled)
7. (Currently Amended) The ~~method-apparatus~~ of claim 2 ~~further comprising fixing wherein~~ a position of the window is fixed and scrolling the program title of a next cell is scrolled into the window.
8. (Currently Amended) The ~~method-apparatus~~ of claim 7 wherein the scrolling ~~includes is~~ in response to selecting selection of a navigation button in the EPG.
9. (Currently Amended) The ~~method-apparatus~~ of claim 7 wherein the scrolling ~~includes is~~ in response to actuating actuation of a navigation buttons provided on a remote control.
10. (Currently Amended) The ~~method-apparatus~~ of claim 2 ~~further comprising displaying~~ wherein an auxiliary menu is displayed in the window, the auxiliary menu including a menu of options for the selected cell.

11. (Currently Amended) The ~~method~~ apparatus of claim 10 wherein ~~displaying the auxiliary menu is displayed in response to includes actuating~~ actuation of an auxiliary menu button to cause the auxiliary menu to pop-out through a portion of the portion of the perimeter the window located outside of the grid.

12. (Currently Amended) The ~~method~~ apparatus of claim 11 wherein ~~displaying~~ display of the auxiliary menu includes displaying the auxiliary menu at the same time as the program information.

13. (Currently Amended) The ~~method~~ apparatus of claim 46 further comprising ~~displaying~~ wherein an advertisement is displayed.

14. (Currently Amended) The ~~method~~ apparatus of claim 13 further comprising ~~relating~~ wherein the advertisement is related to the highlighted cell.

15. – 19. (canceled)

20. (Currently Amended) The ~~EPG~~ apparatus of claim 39 wherein the window displays only one program title from the grid.

21. – 23. (Canceled)

24. (Currently Amended) The ~~EPG~~ apparatus of claim 39 wherein the window further includes an auxiliary menu, the auxiliary menu including a menu of options for the highlighted

cell.

25. (Currently Amended) The EPG apparatus of claim 24 wherein the auxiliary menu pops out through a portion of the portion of the perimeter the window located outside the grid with actuation of an auxiliary menu button.

26. (Currently Amended) The EPG apparatus of claim 25 wherein one of the auxiliary menu buttons is a BACK button to close the auxiliary menu.

27. (Currently Amended) The EPG apparatus of claim 25 wherein one of the auxiliary menu buttons is a RECORD button to record the program in the selected cell.

28. (Currently Amended) The EPG apparatus of claim 25 wherein one of the auxiliary menu buttons is a ON-DEMAND button to order the program in the selected on-demand.

29. (Currently Amended) The EPG apparatus of claim 25 wherein one of the auxiliary menu buttons is a RECORD ALL PROGRAMS button to automatically record all occurrences of programs relating to the selected cell.

30. (Currently Amended) The EPG apparatus of claim 29 wherein the RECORD ALL PROGRAMS button records occurrences of the selected program even if the occurrence is at a different time and channel than the selected cell.

31. (Currently Amended) The EPG apparatus of claim 25 wherein one of the auxiliary

menu buttons is a Go To SHOW button to tune to the program in the selected cell.

32. (Currently Amended) The EPG apparatus of claim 25 wherein one of the auxiliary menu buttons is a REMINDER button to set a reminder notification for the program in the selected cell.

33. (Currently Amended) The EPG apparatus of claim 25 wherein one of the auxiliary menu buttons is a MORE INFO button to display more information regarding the program in the selected cell.

34. (Currently Amended) The EPG apparatus of claim 25 wherein one of the auxiliary menu buttons is a LOCK button to limit access to a program corresponding the selected cell.

35. (Currently Amended) The EPG apparatus of claim 25 wherein the auxiliary menu is displayed at the same time as the program title and information.

36. (Currently Amended) The EPG apparatus of claim 39 wherein the EPG further includes an advertisement relating to the highlighted cell.

37. – 38. (Canceled)

39. (Currently Amended) An electronic programming guide (EPG) apparatus comprising:

a processor configured to process program information and to cause display of an electronic programming guide (EPG) comprising:

a celled grid having a first data set on a vertical axis and a second data set on a horizontal axis, wherein cells at an intersection of the first data set and the second data set display an available program title; and

a window displaying information concerning a program title of a highlighted cell, the window located such that there are no non-highlighted cells between the highlighted cell and the window.

40. (Currently Amended) The ~~EPG apparatus~~ of claim 39, wherein the grid cells are capable of scrolling vertically and horizontally and wherein titles associated with the first data set move into an adjacent row when the cells scroll vertically and titles associated with the second data set move into an adjacent column when the cells scroll horizontally.

41. (Currently Amended) An ~~electronic programming guide (EPG) apparatus~~ comprising:

a processor configured to process program information and to cause display of an electronic programming guide (EPG) comprising:

a celled grid having a first data set on a vertical axis and a second data set on a horizontal axis, wherein cells at an intersection of the first data set and the second data set display a title for available content; and

a window having a perimeter where a portion of the perimeter is outside the grid and another portion of the perimeter extends to a limited portion of the grid that includes but does not extend beyond a boundary defined by a highlighted cell,

an associated element of the first data set and an associated element of the second data set.

42. (Currently Amended) The ~~EPG-apparatus~~ of claim 41 wherein the window is positioned at a fixed location within the EPG, requiring other titles to be scrolled to the fixed location of the window if the program information associated therewith is to be displayed.

43. (Currently Amended) The ~~EPG-apparatus~~ of claim 42 wherein lettering associated with the titles traverse across the portion of the perimeter of the window extending into the grid when the other titles are scrolled to the fixed location of the window.

44. (Currently Amended) The ~~EPG-apparatus~~ of claim 43 wherein the lettering traverses in a step-wise manner across the perimeter of the window, the step-wise manner requiring consecutive letters to appear on opposite sides of the portion of the perimeter of the window extending into the grid.

45. (Currently Amended) The ~~EPG-apparatus~~ of claim 41 wherein the window includes a re-display of the title in the highlighted cell at a location offset from the highlighted cell such that the title is displayed at two different locations within the perimeter of the window.

46. (Currently Amended) The ~~EPG-apparatus~~ of claim 41 wherein an area defined by the perimeter of the window is colored, the coloring of the window causing the

window to stand out relative to the rest of the EPG.

47. (Currently Amended) A method of presenting an electronic programming guide (EPG) comprising:

outputting a first signal from a processing device to cause displaying of a  
celled grid having a first data set on a vertical axis and a second data set on a horizontal axis, wherein cells at an intersection of the first and second data sets display a program title for an available program; and

upon receiving input highlighting one of the cells, outputting a second  
signal from the processing device to cause generating a generation of a window having a  
perimeter, a portion of the perimeter being outside the grid and another portion of the perimeter being inside the grid that includes but does not extend beyond a boundary defined by one of the cells, one of a first data set element and one of a second data set element.

48. (Previously Presented) The method of claim 47 further comprising scrolling the grid cells such that lettering associated with another program title and a corresponding first data set element or a second data set element traverses across the portion of the perimeter of the window extending into the grid.

49. (Previously Presented) The method of claim 48 further comprising scrolling the lettering in a step-wise manner across the perimeter of the window, the step-wise manner requiring consecutive letters to appear on opposite sides of the portion of the perimeter of the window extending into the grid.

50. (Previously Presented) The method of claim 49 further comprising fixing a location of the window within the EPG such that the other cells are scrolled to the fixed location of the window.

51. (Previously Presented) The method of claim 47 further comprising displaying program information for the program title appearing in the highlighted cell within a portion of the window located outside of the grid.

52. (Previously Presented) The method of claim 51 further comprising re-displaying the program title in the highlighted cell at a location offset from the highlighted cell such that the program title is displayed at two different locations within the perimeter of the window.

53. (Previously Presented) The method of claim 47 further comprising coloring an area defined within the perimeter of the window with a color that causes the window to stand out relative to the rest of the EPG.

54. (Currently Amended) A method of presenting an electronic programming guide (EPG) comprising:

outputting a first signal from a processing device to cause displaying of a  
celled grid having a first data set on a vertical axis and a second data set on a horizontal axis, wherein a cell at an intersection of the first data set and the second data set displays a title for available content; and

outputting a second signal from the processing device to cause display of  
scrolling of the grid cells vertically or horizontally such that titles associated with the

first data set move into an adjacent row when scrolling vertically and titles associated with the second data set move into an adjacent column when scrolling horizontally, wherein a first program title occupies a window displaying program information about a first program, and when a second program title is caused to scroll into the window, at least a portion of the first program title and the second program title share the window until the first program title exits the window.

55. (Currently Amended) An ~~electronic programming guide (EPG) apparatus~~ comprising:

a processor configured to process program information and to cause display of an electronic programming guide (EPG) comprising:

a celled grid having a first data set on a vertical axis and a second data set on a horizontal axis, wherein grid cells at an intersection of the first data set and the second data set display an available program title; and

the grid cells being capable of scrolling vertically and horizontally and wherein program titles associated with the first data set move into an adjacent row when the grid cells scroll vertically and program titles associated with the second data set move into an adjacent column when the grid cells scroll horizontally, wherein a first program title occupies a window displaying program information about a first program, and when a second program title is caused to scroll into the window, at least a portion of the first program title and the second program title share the window until the first program title exits the window.